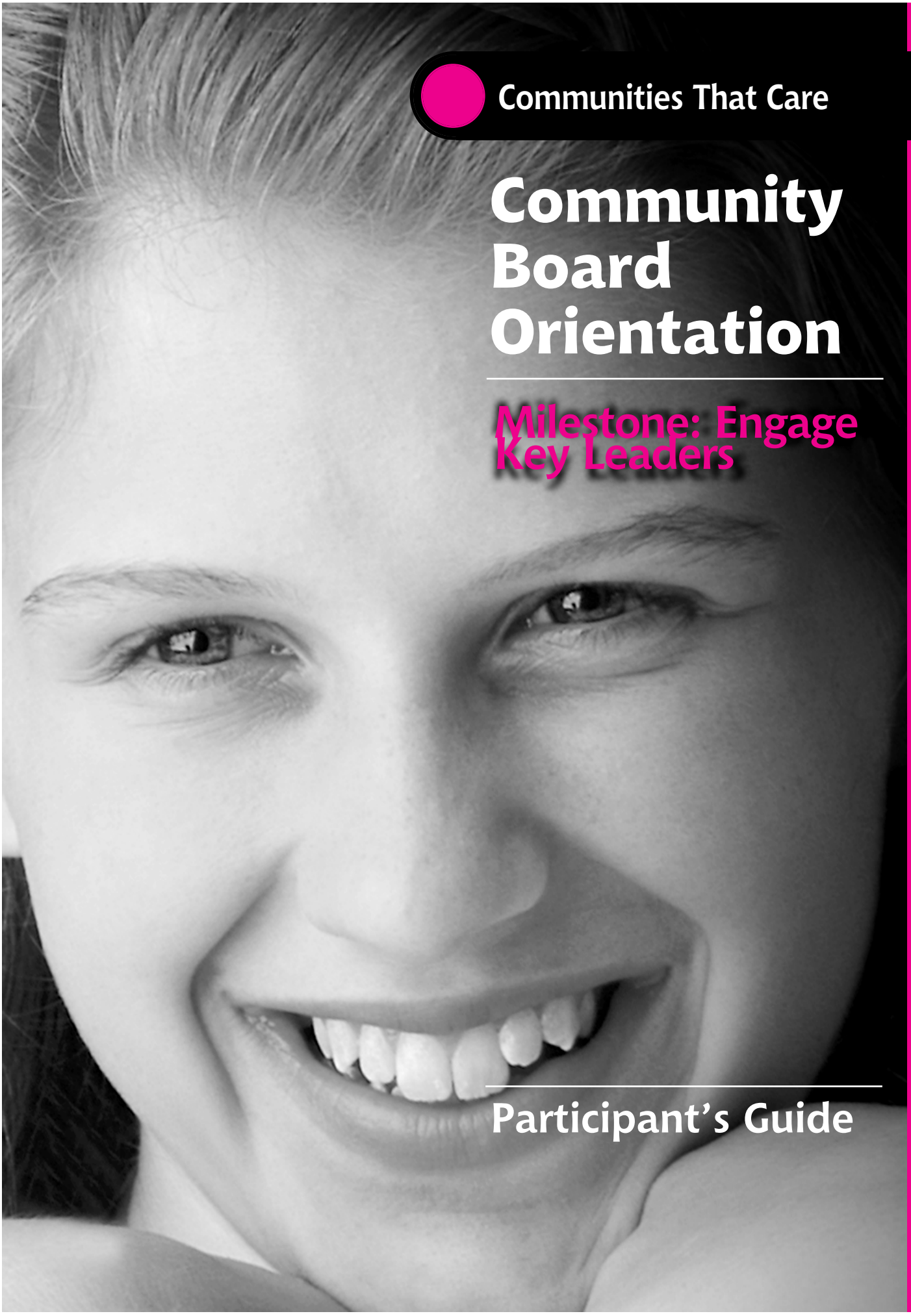

Communities That Care

Community Board Orientation

Milestone: Engage Key Leaders

Participant's Guide

Module 4

Module 4 Table of Contents

	Page
Module 4	4—3
Phase Two: Organizing, Introducing, Involving	4—4
Module 4 goal	4—5
Objectives	4—6
Community update	4—7
Key Leader roles	4—8
Champion roles	4—9
Identifying Key Leaders	4—10
Activity: Identifying Key Leaders	4—11
Engaging Key Leaders	4—12
	4—13
Sample Introduction to the *Communities That Care* System	4—14
Communicating with Key Leaders	4—15
Key Leader planning	4—16
Activity: Key Leader Planning	4—17
Key Leader planning	4—18
Activity: Key Leader Planning	4—19
Phase Two: Organizing, Introducing, Involving	4—20

Slide 4-1

Notes

Slide 4-2

Notes

Module 4 goal

Communities That Care

Prepare Community Board members to involve Key Leaders in the *Communities That Care* effort.

Slide 4-3

Notes

Slide 4-4

Notes

Community update

Communities That Care

Identify and discuss:

- efforts to involve Key Leaders
- Key Leaders who attended the Key Leader Orientation and others involved to date
- issues related to involving Key Leaders
- the Key Leaders' degree of commitment to the *Communities That Care* effort
- the structure established by Key Leaders to oversee progress of the *Communities That Care* effort.

Slide 4-5

Notes

Slide 4-6

Key Leader roles

Communities That Care

- Commit to the process
- Involve other Key Leaders
- Establish the Key Leader Board structure
- Establish the Community Board
- Oversee implementation of the *Communities That Care* system

Notes

Slide 4-7

Key Leader roles

Communities That Care

- Support the Community Board and hold it accountable
- Provide access to community resources and information
- Support the implementation and evaluation of the Community Action Plan

Slide 4-8

Champion roles

Communities That Care

The Champion(s) will:

- provide inspiration and leadership
- influence other Key Leaders
- speak at community events and Community Board meetings
- "sign off" on key communications
- assist in fund-raising.

Notes

Slide 4-9

Identifying Key Leaders

Communities That Care

1. Identify Key Leaders not yet involved.
2. As you list them, think about who might act as a Champion for the effort.

Notes

Identifying Key Leaders

Brainstorm to identify leaders in each of the following areas of your community who are not currently involved with the *Communities That Care* process. As you do this, think about who might act as a Champion (if one has not yet been selected).

Government		Religion	
1.		1.	
2.		2.	
3.		3.	
4.		4.	
Law Enforcement/Justice System		**Social Services**	
1.		1.	
2.		2.	
3.		3.	
4.		4.	
Business		**Culture/Diversity**	
1.		1.	
2.		2.	
3.		3.	
4.		4.	
Education		**Other (such as health or media)**	
1.		1.	
2.		2.	
3.		3.	
4.		4.	

Slide 4-10

Engaging Key Leaders

Communities That Care

"Why is this worth my time and effort?"

Notes

Engaging Key Leaders

Communities That Care

Work with a partner:

- One person role-plays the Key Leader (KL) and the other role-plays the Community Board (CB) member.
- The CB member introduces the *Communities That Care* system and asks the KL how he or she can/would like to contribute to the effort.
- After 5 minutes, switch roles.

Slide 4-11

Notes

Sample Introduction to the *Communities That Care* System

The Communities That Care *prevention planning system is a community-wide initiative for the benefit of the community's youth. It is a community action model, based on years of research and continuous improvement.*

Through strategic consultation, training and research-based tools, the Communities That Care *system helps community members work together to:*

- *promote the positive development of children and youth*
- *prevent adolescent problem behaviors—including alcohol and other drug use, delinquency, teen pregnancy, dropping out of school and violence.*

The Communities That Care *system involves all parts of the community in promoting healthy development. It identifies and addresses priority predictors of adolescent problem behaviors—called risk and protective factors—specific to the community. This strategy promotes positive development* before *young people become involved in problem behaviors.*

The Communities That Care *system is not a "cookie-cutter" approach. It is a self-directed process that each community tailors to meet its unique challenges and needs. Each community:*

- *uses its own data-based community profile*
- *develops a focused, long-range community action plan for building on existing resources and filling any gaps with new resources*
- *chooses tested, effective programs, policies and practices that fit its profile, to fill identified gaps.*

Since 1990, hundreds of communities have used the Communities That Care *system to improve the quality of community planning and decision making for positive youth development and prevention of adolescent problem behaviors.*

Slide 4-12

Notes

Slide 4-13

Notes

Key Leader Planning

Key Leaders to involve	Benefits?	Who will contact?	How?	By when?

Slide 4-14

Notes

Key Leader Planning

Potential Champion(s)	Who will contact?	How?	By when?

Slide 4-15

Notes